

Approved Audits/Applications Committee 2/23/09

Organization Name Gold West Country

Project Name Midwest Vacation Guide

Application Completed by Sarah Bannon

Approval Requested

X Final - Production

 Preliminary-Media
Plan

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Gold West Country will be able to reach many target markets by advertising in the Midwest Vacation Guide.

Objectives:

In FY08 we outlined the following objectives:

1. Increase visitation within Gold West Country as measured by an increase in bed tax collections by 3%.
2. Increase the number of Internet responses we receive.

Gold West Country's bed tax collections were up 9% in 2007 over 2006. Our monthly inquiries at the call center were down 14% which included reader service and phone calls. We had a 65% increase in website traffic. We think that much of our advertising is driving people to the website and this may be part of the reduction in calls to the call center.

Therefore, Gold West Country will strive to achieve the objectives listed below within FY09.

1. Increase visitation within Gold West Country as measured by an increase in bed tax collections by 3%.
2. Increase the number of Internet responses we receive.

Identify the portions of your marketing plan that support this project.

The following Gold West Country goals from the marketing plan are met with this project.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
3. Build and maintain a consistent image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
4. Create a birding brochure for the Gold West birding trails.

Does this project support the Strategic Plan? **Yes**

The Strategic Plan stresses the need for cohesive advertising campaigns. Gold West Country advertising accomplishes this by targeting our creative message and media placement to reach the consumers outlined in the narrative portion of the marketing plan. Specifically the plan states:

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions...

**“...Leverage public and private marketing investments to expand Montana’s reach...”
(Page 49)**

Detail pages attached Yes

Application for projects over \$500

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REGION/CVB PROJECT BUDGET PROJECT NAME

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

MARKETING/ADVERTISING:					
	\$0	+	\$0	=	\$0
Midwest Vacation Guide	\$3500	+	\$0	=	\$3500
	\$0	+	\$0	=	\$0
TOTAL			\$0		

TRAVEL:					
Personal Car	\$0	+	\$0	=	\$0
Commercial Transportation	\$0	+	\$0	=	\$0
Meals	\$0	+	\$0	=	\$0
Lodging	\$0	+	\$0	=	\$0
Vehicle Rental	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

OTHER:					
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
	\$0	+	\$0	=	
TOTAL					

REGION/CVB	PROJECT				
TOTAL		\$3500	+	\$0	\$3500